

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WPTY	10/30/12	11/05/12	M-F 6a-7a News ABC 24 News at 6a	CM	6:00 AM-7:00 AM	MTWTF--	:30	12	\$40.00	P-4	0.00	NM	12	\$480.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		12				\$40.00		0.00			
2	WPTY	11/06/12	11/06/12	M-F 6a-7a News ABC 24 News at 6a	CM	6:00 AM-7:00 AM	-T-----	:30	2	\$40.00	P-4	0.00	NM	2	\$80.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		2				\$40.00		0.00			
3	WPTY	10/30/12	11/05/12	Good Morning America Good Morning America	CM	7:00 AM-9:00 AM	MTWTF--	:30	12	\$40.00	P-4	0.00	NM	12	\$480.00
GMA															

Totals	46	\$4,005.00
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Rep Order# 9853144 Ver# 1 Status New
EC'd No

Traffic Order# 68863
Printed: 10/29/2012 8:25 AM
Last Received: 10/27/2012 11:48 AM
Showing Buylines: All Lines

2 of 3

Station WPTY-TV MEMPHIS, TN
Advertiser () POLITICAL
Product NUNNELLEE FOR CON.
Estimate#
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () RYAN GORDON
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

**NEW POLITICAL ORDER
TTL=4005
PLEASE CONFIRM ASAP RYAN 10/27

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	6A-7A	AM NEWS	:30	\$40.00	10/30-11/05	12	1	12	\$480.00	
	2	TU	6A-7A	AM NEWS	:30	\$40.00	11/06-11/06	2	1	2	\$80.00	
	3	TU-F,M	7A-9A	GMA	:30	\$40.00	10/30-11/05	12	1	12	\$480.00	
	4	TU	7A-9A	GMA	:30	\$40.00	11/06-11/06	2	1	2	\$80.00	
	5	TU-F,M	9A-10A	KELLY	:30	\$70.00	10/30-11/05	2	1	2	\$140.00	
	6	TU	9A-10A	KELLY	:30	\$70.00	11/06-11/06	1	1	1	\$70.00	
	7	TU-F,M	10A-11A	VIEW	1:30	\$75.00	10/30-11/05	6	1	6	\$450.00	
	8	TU	10A-11A	VIEW	1:30	\$75.00	11/06-11/06	1	1	1	\$75.00	
	9	SA	6P-630P	EARLY NEWS	30	\$75.00	11/03-11/03	1	1	1	\$75.00	
	10	M	7P-9P	DANCING	1:00:30	\$1,500.00	11/05-11/05	1	1	1	\$1,500.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	SA	7A-8A	SAT GMA	:30	\$25.00	11/03-11/03	1	1	1	\$25.00	
	12	SU	7A-8A	SUN GMA	:30	\$25.00	11/04-11/04	1	1	1	\$25.00	
	13	SU	5P-530P	EARLY NEWS	:30	\$75.00	11/04-11/04	1	1	1	\$75.00	
	14	TU-F,M	10P-1035P	LATE NEWS	:30	\$150.00	10/30-11/05	3	1	3	\$450.00	

—REPORT TOTALS—

Report Totals: 46 / \$4,005.00

—SALES MONTHLY TOTALS—

Nov 12: 46 / \$4,005.00
Sales Totals: 46 / \$4,005.00
Station Totals: 46 / \$4,005.00
Lines not sent/rcld/rttn: 0 / \$0.00

—COMPETITIVE—

Market Totals \$40,050
CABL 0% UNKN 90% WHBQ 0% WIMT 0% WMC 0%
WPTY 10% WPXX 0% WREG 0%

—COMPETITIVE COMMENTS—

SHARE IS ESTIMATE

Books NOV12
Demos RA35+